

University of Michigan Board for Student Publications

Minutes of the April 13, 2020 Board Meeting

Board members present: Neil Chase (Chair), Alan Broad, Jennifer Conlin, John Copeland, Stuart Emmrich, Cindy Goodaker, Peter Mooney and Jacob Smilovitz

Board members absent: Susan Douglas

The Michigan Daily was represented by: Lizzy Lawrence and Anita Michaud

The Michiganensian was represented by: Joseph Coates, Anirudh Hirve and Lily Jin

SHEI Magazine was represented by: Claire Dickerson, Alana Valko, Natalie Guisinger

The Gargoyle was represented by: Jessie Tinor

The Student Publications Staff was represented by: Kathy Ciesinski, Lisa Powers and James Wilson

Others Present: None

Chair Neil Chase called the meeting to order at 5:35 p.m

Minutes

A motion to approve the February 3, 2020 meeting minutes and February 21, 2020 call minutes was made by Peter, seconded by Cindy, and passed without dissent.

Public Comments

None.

Publication Goals and Initiatives

Reports for each publication were presented via a slide show. Each slide included a semester recap and initial thoughts and plans for fall.

Michiganensian

- Work completed on issue 124. Books delayed at printing plant.
- New Michiganensian logo will replace the old one.
- Successful Grad Extravaganza event in February
- March event cut short and April event cancelled due to COVID-19 pandemic
- Many improvements to GE as a whole
- Possible rebranding efforts
- Launched first-ever content planning meeting for issue 125.
- Barnes & Noble stepping up their game in grad regalia space

Gargoyle

- Released Issue 3
- Issue 4 will be digital; scheduled to release in April
- Diversifying content - started a podcast "The Gurgle"
- Working on a new website with the WMG creative team
- Unified accounts under one active email address
- Working with James and WMG sales team
- Plans to add two new board members in the fall
- Focus on website as a second content host
- Increase social media presence
- Increase attention to analytics: readership, viewership, social media

SHEI Magazine

- Released two digital issues, two Street Style issues and print magazine, despite the pandemic
- Hired new exec + board
- Working on website redesign
- Restructured business board
- Completed virtual events, including a mass meeting with 97 attendees
- Thinking ahead for 2021 Work-It speakers
- Looking for assistance with website redesign (ads/SEO/content strategy) and social media marketing strategies

The Michigan Daily

- Launched The Daily Digest; a weekly newsletter
- Built solid foundation for social media and video section and grew follower count on all social media channels.
- Had been working to strengthen audience engagement through events, pre-COVID
- Seamlessly pivoted to PDF version of paper on Issuu once classes went remote
- Business staff working on transition to WMG for fall
- Documenting projects occurring pre-COVID-19 to ensure they will be able to continue in the future.
- Looking to transition newsletter to another platform
- Looking for other options on website providers
- Planning for alternative print product(s)
- Seeking advice on how to package things on a new website from both content and advertising perspective

Committee Reports

Board Organization and Operations: None.

Finance/New Initiatives:

- FY21 Budget conversation
- The Daily is forming a committee this summer to look at both revenue and content

Board Recruitment/Nominations:

- Jen will take the lead on pulling together the candidate list and contact information

Stewardship & Alumni Relations

- Lisa shared a six-month update on data received from the Annual Giving office
- Alumni Committee engaged in helping plan Summer Satellite and Fall reunions.
- Experimenting with virtual Summer Satellite reunions as a beta for Fall
- Working with Lizzy on candidates for possible Zoom alumni talks
- Alumni engagement through newsletters
- Working to update DART information

James / WMG Update

- Solidifying Baby Ads issue
- Analyzing client relationships
- Working with HubSpot
- Looking at other business/revenue generating models such as Patreon

GM Report

Kathy reported on the following items:

- Stay home order has impacted start of roof/construction project
- Opened online store for shipping of grad regalia
- Update on scholarship and award applications
- Identify dates for FY21 meeting dates

New Business

- Kathy recognized graduating seniors Claire and Alana
- Neil recognized outgoing board member Stuart Emmrich

Adjournment

A motion to adjourn was made by Stuart, seconded by Jennifer, and passed without dissent.

At 7:34 pm Chair Neil Chase closed the meeting.

Actions Taken:

Motion to approve the February 3, 2020 Board Meeting and February 21 Special Meeting minutes: Peter Mooney

Seconded by: Cindy Goodaker

The motion passed without dissent.

Motion to adjourn: Stuart Emmrich

Seconded by: Jennifer Conlin

The motion passed without dissent.

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications